CHRISTIAN STATESMAN

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HOW ACHIEVE WORLD PEACE?

Since the completion of the first atomic bomb and the close of World War II nothing has been accomplished to make the world safer from another world war, while great advances have been made to increase the destructiveness of war. The world was shocked at the destructiveness of the atomic bombs dropped on Hiroshima and Nagasaki. Already bombs many times as destructive are available for war purposes. The scientist, Dr. Einstein, is credited with estimating that an atomic war fought now would wipe out two-thirds of the world's population. What it would do ten, twenty, or thirty years hence, if an atomic arms race continues, is too horrible even to contemplate.

Notwithstanding this, the world situation is steadily deteriorating. The forces and agencies that make for peace are breaking down while those that make for war are increasing in strength. What is being done, what can be done to turn the tide?

Probably half the world's population is so "sunk in hunger, homelessness, nakedness, poverty, a brute struggle for mere survival that they have surrendered to despair and apathy." Vast numbers of others have become so disheartened with the turn of affairs that they have given up hope and are doing nothing to turn back the tide. The scientists who have given us the atomic bombs are constantly warning the people, doing their utmost to arouse them to action but with little effect. There are quite a company of optimists who still have faith in the prevention of another world war and in the United Nations as the agency through which we must work to prevent it and who are continuing their efforts to this end. But as a whole, the situation is most discouraging.

We are persuaded that some new, powerful force must be brought into action and a new direction given efforts for peace, or we shall have to resign ourselves to the inevitability of another world war and begin to prepare for it. This force must be moral and spiritual, and we must look to moral and religious agencies, chiefly to our churches, to bring it into action.

How, and to what end, must this force operate?

1. It must work for the strengthening of the United Nations as the essential organization for preventing another world war and achieving world peace.

It is all but universally conceded that if the United Nations goes down war is certain to follow. But, it is said, the UN has proven to be a weak organization, unable to accomplish the purpose for which it was brought into being. In large measure, true. Though it has done more than it is credited with doing. But this is not a sufficient reason for bypassing it in our efforts for peace. Why is it so weak? Its efforts so futile? Chiefly because it lacks the power to act and make its actions effective. What we have had, and still have with the UN, in international relationships is anarchy.

We talk about international law but in actual fact there is no such thing. It takes a government with power to enforce law before you have law. That we do not have. The UN is not a government. As at present constituted it is nothing more than a league—a many-sided treaty signed by fifty-seven separate nations each of which retains its sovereign, independent power, deciding for itself whether it will support any action the UN takes.

It has an additional weakness. Decisions about actions to safeguard peace and security are to be made by the Security Council. Five leading world powers are permanent members of this Council of eleven members. A negative vote by a single one of these five permanent members is enough to veto action even though the other ten members vote in favor of it. Up to the last of October, 1947, the veto had been used twenty-four times to block action. Twenty-three of the twenty-four votes were exercised by the Soviet Union. Thus this one power has been able to nullify practically every effort made through the UN on behalf of world peace.

This defect must be remedied by an amendment to the Charter of the UN.

But in addition, the Charter should be amended to give the UN sovereign power to enact law governing the nations in matters pertaining to world peace and clothing it with the power necessary to make this law effective. In other words, the nation members of the UN must give up their national sovereignty in this limited field and lodge it with the UN. Then we will have world government and will have substituted law and order for anarchy in the international realm.

Is there risk in this? Certainly, but the risk is not nearly so great as the risk we now face. The moral and spiritual forces must develop a strong public opinion for these changes in the Charter of the UN and for otherwise strengthening it.

(Continued on Page 8)

Advertising Expenditures of 147 Distillery, Winery and Brewery Companies in 1946--$104,000,000

(Based upon report submitted to National Temperance and Prohibition Council at its Annual Meeting, Washington, D. C., January 13-14, by the Council's Committee Against Liquor Advertising, Dr. R. H. Martin, Chairman.)

Advertising Expenditures of Nine Big Distilleries in 1946—$50,000,000 (approximately)

Name	Media Magazines Newspapers	Media Total Used	Media Figures On	Media No Figures On	Appropriation (All Media)	
					'46	14,000,000(*2*)
Schenley Distillers Corp.	$ 6,349,762(*1*)	11	3	8	'47	14,000,000
					'46	.....
Seagram Distillers Corp.	6,332,045	11	2	9	'47	.....
					'46	6,300,000
National Distillers Products Corp.	4,513,107	13	2	11	'47	7,000,000
					'46	.....
Walker, Gooderham, Wortz	3,624,205	14	2	12	'47	.....
					'46	.....
Glenmore Distilleries Co., Inc.	1,497,675	12	2	10	'47	3,500,000
					'46	.....
Continental Distilling Corp.	1,285,339	13	2	11	'47	.....
					'46	.....
Park and Tilford Corp.	1,240,580	6	2	4	'47	.....
					'46	1,000,000(*3*)
Kinsey Distilling Corp.	1,139,614	19	2	17	'47	1,000,000(*3*)
					'46	1,112,000
Brown-Forman Distillers Corp.	1,018,530	20	2	18	'47	1,118,000
	$27,000,857	13 average	2	11 average		

(*1*) This figure includes $1,027,420 spent in advertising wines over the radio. Schenley recently bought several wineries. Hard liquors not advertised over the radio.
(*2*) This figure made public early in 1947. Evidently covered most of 1946 and extended into 1947.
(*3*) Appropriation for magazines only. At present time Kinsey spends 60% of their advertising in newspapers and magazines. On this basis their total expenditures would be about $1,900,000 in 1946.

Advertising Expenditures of Ten Big Brewery Companies in 1946—$21,500,000 (approximately)

Name	Media Magazines Newspapers Radio	Media Total Used	Media Figures On	Media No Figures On	Appropriation (All Media)	
					'46	.....
Pabst Sales Co.	$1,133,174	17	3	14	'47	.....
					'46	.....
Joseph Schlitz Brewing Co.	805,918	15	3	12	'47	2,000,000
					'46	.....
P. Ballantine & Sons	643,850	12	3	9	'47	.....
					'46	1,600,000
Liebmann Breweries, Inc.	584,931	20	2	18	'47	2,000,000
					'46	2,400,000
Anheuser-Busch Inc.	455,329	13	2	11	'47	2,400,000
					'46	.....
Brewing Corp. of America	356,841	2	2	5	'47	1,250,000
					'46	2,000,000
F. M. Schaefer Brewing Co.	332,465	13	2	11	'47	2,000,000
					'46	.....
Acme Brewing Co. ('45)	124,884	15	2	13	'47	1,070,000
					'46	790,000
Falstaff Brewing Corp.	79,414	10	1	9	'47	790,000
					'46	650,000
John F. Trommer, Inc.	119,643	14	2	12	'47	650,000
	$4,636,449	13 average	2 average	11 average		

Explanation of $50,000,000 Advertising Expenditures of Nine Big Distilleries—Table No. 1

The total number of media employed in advertising is 28. Some of the companies engaged in the manufacture of liquor, wine, or beer employ only two or three of these media. Others eight or ten, and some up to 20 or more. Study Table No. 1 on this page. Note that the average number employed by these nine distil-

leries was 13 and that we have definite figures only on two—newspaper and magazine—with the exception of Schenley, on which we have three—newspaper, magazine and national radio. The total expenditure on these media was $27,000,857. How much did they spend on the remaining media they employed—Schenley on 8, Seagrams on 9, Kinsey on 17, Brown-Forman on 18?

Unfortunately, figures are not obtainable on advertising expenditures in other media than newspapers, magazines and over national radio networks, either on alcoholic beverage advertising, or advertising in general. How then do we arrive at the $50,000,000 figure as the approximate amount spent by these nine big distilleries over all the media they employed? In this way.

We have from reliable sources the advertising appropriation of some of these companies on all the media they employed—some of them for 1946 and some for 1947, and in some cases for both of these years.

We find the expenditures over the media on which we have the figures (newspaper, magazine, except for Schenley radio also) of these companies to be 54 per cent of their appropriation. On the assumption that the same percentage obtained on the remaining four companies of which we do not have their appropriation, the $27,000,857 (total expenditures of the nine companies, on the media on which we have figures) would be 54 per cent of their total expenditures. This would make their total approximately $50,000,000.

This figure is based on the assumption, a fair one we think, that the actual expenditures of these companies would amount to as much as their appropriation. We know that in a number of cases in which we have both the appropriation and the actual expenditures in newspaper and magazine advertising the latter exceeded the former, although these companies advertised on quite a number of other media. With respect to these nine big distilleries note that Brown-Forman employed 20 media in advertising, that their expenditures in newspaper and magazine advertising alone was $1,018,530 and their appropriation was only $1,112,000.

Explanation of $21,500,000 Advertising Expenditures of Ten Big Breweries—Table No. 2

This table shows the advertising expenditures of all 10 of these companies over the three media; also the appropriation (all media) of five of the ten for 1946, and of eight of the 10 for 1947.

We find the appropriation of the companies on which we have the appropriation figures was 4.64 times their expenditures on the three media—newspapers, magazines and radio. We assume that this same proportion obtained for the two companies—Pabst and Ballantine—on which we have no appropriation figures. On this basis, we multiply $4,636,449 (the expenditures of the 10 companies on the three media) by 4.64 which places their total advertising expenditures (1946) at approximately $21,500.000.

What is said above with reference to actual expenditures of the distilleries being as high as their appropriation applies with equal force here, and also down the line with distilleries and breweries spending smaller amounts in advertising.

Advertising Expenditures for 1946 of Nine Big Distilleries and Ten Big Breweries—$71,500,000 (approximately)

9 Big Distilling Companies	$50,000,000
10 Big Brewery Companies	21,500,000
Total	$71,500,000

Advertising Expenditures of 74 Distillery and Winery Companies (including above Nine Big Distilleries) for 1946—$68,400,000 (approximately)

We arrive at this figure as follows. The expense of these 74 companies in newspapers, magazine and radio advertising for 1946 was $37,584,267.00. Figures on their advertising on other media are not obtainable. But we do have the advertising appropriation of 16 of these companies on all the media they employed. For these companies, the amount they spent on the three media was 55 per cent of their appropriation on all the media. On the assumption the same percentage obtained for the remaining companies, the $37,584,267 would be 55 per cent of their total expenditures (appropriation). This would bring their total up to approximately $68,400,000.

Advertising Expenditures of 73 Brewery Companies (including the above Ten Big Breweries) for 1946—$35,400,000 (approximately)

The advertising expenditures of these 73 breweries over three media, magazines, newspapers and national radio in 1946 amounted to $6,889,362. We also have the appropriation of 16 of these companies. Their appropriation was 5.13 times their expenditures over the three media. On the assumption the same proportion obtained for the remaining companies we multiply $6,889,362 by 5.13 to get their total expenditures. This gives us approximately $35,400.000.

Advertising Expenditures of 74 Distilleries and Wineries, 73 Breweries, 1946—$104,000,000

74 Distillery and winery companies	$68,400,000
73 Breweries	35,400,000
Total	$103,800,000

$104,000,000 Not the Total Advertising Expenditures of the Alcoholic Beverage Industry

According to the Alcohol Tax Unit of the Federal Government in September, 1947, the following number of permits to manufacture alcoholic beverages were in force: Distillers 149; Breweries 460; Wineries 818; making a total of 1,427. A few of the larger companies engaged in the manufacture of alcoholic beverages have more than one plant. The government requires these companies to secure a permit for each of their plants. Thus the number of companies engaged in the production of alcoholic beverages would be less than 1,427. From the information available it would be about 100 less. This would make the number of companies 1,327.

Of this 1,327 companies the figure of $104,000,000 is the advertising expense of only 147. What is the advertising expense of the remaining 1,180 companies? Figures are available for only a few of them. They, of course, are the smaller companies and their advertising expense would be very much less in proportion to their number than that of the 147 larger companies. Suppose we estimate it at 20 of the 147 companies—certainly a very conservative estimate—this would be $21,000,000, bringing the total to $125,000,000, the approximate advertising expenditure in 1946 of all the companies engaged in the manufacture of alcoholic beverages.

Advertising expenditures, 147 companies	$104,000,000
Advertising expenditures, 1,180 companies	21,000,000
Total	$125,000,000

Nor does this $125,000,000 include the advertising expenditures of those engaged in the wholesale and retail distribution of alcoholic beverages, the number of which exceeds 400,000. We make no estimate of what this would be, but it certainly would be a very considerable sum.

The ultimate purpose of all this advertising is to increase the sale and consumption of alcoholic liquors and by this means the profits of those engaged in this business.

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THE CAPPER BILL

The Capper Bill, Senate 265. to prohibit the advertising of alcoholic beverages in interstate commerce and on which a hearing was conducted before the Interstate Commerce Committee of the Senate, may soon be favorably reported to the Senate.

Following the hearing last spring the Drys were greatly disappointed when a sub-committee of the above committee recommended that the Capper Bill be discarded and in its place an amendment be made to the Federal Trade Commission Act which prohibits false and misleading advertising, but which would except beer from the provisions of the amendment.

It is reported that sentiment is now growing in the committee to disregard the recommendation of its sub-committee and to report the Capper Bill to the Senate practically as it was introduced by Senator Capper.

This change of sentiment in the committee is due to the facts presented at the hearing by the proponents of the bill. Not in a generation has the temperance cause been as effectively presented at our nation's capital as at this hearing. These facts were widely and fairly given to the whole country by the press and made a favorable impression. While only a few members of the committee were able to attend the hearing the printed report of the hearing was placed in the hands of all the members of the committee and as they have studied it, it has made a favorable impression on them and is the basis of the expected favorable report of this bill to the Senate.

Such a report would be a great victory for the temperance cause and open the way for further efforts to secure the passage of this bill.

LIQUOR ADVERTISING EXPENDITURES

We call attention to the article on pages two and three of this issue of *The Christian Statesman,* giving figures on the amount spent in the advertising of alcoholic beverages in 1946 by nine big distillery and ten big brewing companies. Also the expenditures of 74 of the larger distilling companies and 73 of the larger brewery companies in the advertising of their products. They were arrived at as the result of an extended research based upon purely non-propaganda, business sources. They are taken from an extended report made to the annual meeting of the National Temperance and Prohibition Council in Washington, D. C., January 13, 1948, by the Council's Committee Against Liquor Advertising. Releases based upon this report will be sent from time to time throughout the year to religious, temperance and educational papers and journals of the country.

The figures on liquor advertising in this article will have added significance if studied in the light of the following:

1. Five or six years ago some temperance leaders placed the amount spent in advertising intoxicating liquor at $15,000,000, some as high as $30,000,000. These were merely guesses. As a result of the research work of this Committee Against Liquor Advertising it is evident that they were several times these amounts.

2. The figures given out for the years 1944 and 1945 (practically the same) placed the advertising expense of 143 of the larger companies engaged in producing alcoholic beverages at $76,500,000. This year's report for 1946 places the advertising expense of 147 of the larger companies at $104,000,000. This increase of over $25,000,000 is due (1) to the increase in the cost of liquor advertising more than to its volume; (2) also to the fact that new sources of information with respect to the amount spent in advertising over other media than newspapers, magazines and radio, enabled the Committee to give the total expenditures more accurately than before.

With respect to the expenditures of all the companies engaged in the manufacture of alcoholic beverages—at least 1,100 more than the 142 or 147—the Committee's estimate for 1945 was $100,000,000, for 1946 at least $125,000,000; (3) the fact that nine big distilleries spent $50,000,000 in advertising and 10 big breweries $21,500,000, totaling $71,500,000, and that this total is more than half of the advertising expense of the 1,300 or more companies engaged in manufacturing alcoholic liquor, is evidence that the liquor industry is heading up into a gigantic monopoly.

The figures given out and publicized by this Committee have been generally accepted as reliable.

The ultimate purpose of all this advertising is to increase the sale and consumption of alcoholic liquors. The magnitude of this advertising, along with its false and misleading character, is creating a public sentiment against it. It was used effectively at the hearing on the Capper Bill and can be used effectively in protest campaigns against liquor advertising and in laying before the Federal Trade Commission facts on which to ask the Commission to stop the false and misleading advertising of alcoholic beverages.

ANNUAL MEETING OF THE N.T.P.C.

The annual meeting of the National Temperance and Prohibition Council was held in the Methodist Building, Washington, D. C., January 13-14, 1948. Colonel Henry M. Johnson of Louisville, Ky., president, presided over the five sessions of the Council. The discussion and actions of the Council are so well covered in the Resolutions and Findings adopted at the close of the conference (please see page 6 of this issue) that no further report is needed. It was an informing and helpful meeting in which the spirit of optimism prevailed. The following officers were elected for the coming year: President, Bishop Wilbur E. Hammaker; Vice President, Col. Henry M. Johnson; Vice President, Mrs. D. Leigh Colvin; Vice President, Dr. Edward B. Dunford; Secretary, Miss Elizabeth A. Smart; Treasurer, Dr. D. Leigh Colvin. These officers, together with the following, constitute the Executive Committee: Rev. Sam Morris, Dr. George W. Crabbe, Dr. Ernest H. Cherrington, Miss Mary B. Ervin, Dr. Clinton N. Howard, Dr. Robert S. Tinnon, Mr. W. A. Scharffenberg, Mr. Gordon H. Payne and Dr. John Coleman.

Dr. R. H. Martin was re-elected Chairman of the Council's Committee Against Liquor Advertising with the privilege of choosing the other members of the Committee.

FEDERATION BREAKFAST

Another of the famous breakfasts of the International Reform Federation was held in the Senate Dining Room of the National Capitol on Thursday morning, January 15. This breakfast has become almost a national institution. The 100 invited guests in attendance came from far and near. Many of them are in positions of eminence in the religious, political and educational life of our country. Among the speakers happily introduced by Clinton H. Howard, general superintendent, were the following: Senators Capper of Kansas, Johnston of South Carolina, and Donnell of Missouri, and Representative John R. Bryson of South Carolina; Bishops Hughes and Flint of the Methodist Church; John W. Bradbury, editor of the "Watchman Examiner"; Col. Henry M. Johnson of Louisville, and Mrs. D. Leigh Colvin, President of the National W.C.T.U.

It is an inspiration to attend these annual breakfasts as the writer can attest and builds up faith and courage to carry on in these days when the forces of evil are so powerful and aggressive.

Preceding the breakfast in the rotunda of the Capitol, a unique religious service was held under the same auspices. It consisted of Scripture readings, prayers and singing of appropriate hymns which Homer Rodeheaver lead with his trombone.

The Scriptures read were the Ten Commandments and that classic passage of civil government found in Romans the 13th Chapter. The hymns sung were the Doxology, O God Our Help in Ages Past, Faith of Our Fathers and America. Approximately 200 persons attended this unusual service. Following the benediction Mr. Rodeheaver lead a procession in singing "Onward Christian Soldiers" to the Senate Dining Room. Such a procedure is not customary in the national capitol.

"THE LIES OF THE DRYS"

A new organization has recently been formed—The Licensed Beverage Industries, Inc.—whose purpose is "to nail down the lies of the Dry forces," according to an article which appeared in a March, 1947, issue of one of America's outstanding advertising papers under the heading: "Liquor Industry to Nail Dry Lies in a Super-Campaign." This article characterizes it as a "united front organization for the liquor and wine industries and their wholesalers and retailers which will soon start a large-scale consistent campaign to nail down the lies of the dry forces." While the budget had not at that time been determined, the article states "it has been estimated at $1,000,000 to $2,000,000 annually."

Evidently the liquor industry is very much concerned about its future. Its peril, however, is not due to the so-called "lies of the Drys," but to the inherently evil character of the business and its nefarious results.

GANGING UP ON BARLEYCORN

The advocates of temperance have heretofore delivered most of their ammunition to friends of the temperance cause. Sermons from the pulpits reach only those who go to church. The ones who need them most are not there. Magazines sponsoring temperance are subscribed for by people who do not drink. Temperance conventions are attended by folks who are fully persuaded before they go.

The great problem is to get the facts about liquor to those who do not know them and who have no chance to learn them by anything they ever read or hear. The daily papers, the radio and the brilliantly lighted bill boards glamorize drinking and associate it with men and women who are good looking and handsomely attired.

How can we reach this great army of the uninformed with the truth about John Barleycorn and his kind? The National Reform Association is proposing to attack this problem in a constructive way by carrying the facts into the homes where these folks dwell.

Dr. R. H. Martin, the President of the Association, has collected a vast amount of information and condensed it on a three-color two-page leaflet for mass distribution. Those who see its startling facts and revealing pictures can hardly resist reading it through. The facts are attested by authentic sources which prove them correct.

The leaflet sets forth the astounding annual drink bill of America as	$8,770,000,000
This is contrasted with the amount we spend for our public schools	2,639,000,000
The amount spent for liquor in the State of Pennsylvania	702,030,000
The amount spent for public schools in Pennsylvania	227,032,725
The amount spent for liquor in Allegheny County	132,292,000
The amount spent for public schools in Allegheny County	29,408,761

This means $6.25 for liquor in Allegheny County for each dollar spent for schools. (the above figures are for 1946).

Another striking revelation on this leaflet is the vast amount of food material being used for alcoholic beverages while millions starve in other lands. Grains for beer and distilled spirits amounted to 3,317,745 tons. This amount would keep 33,000,000 people from starving in Europe and Asia for a year. Pennsylvania could save food enough to feed 2,640,000 starving people one year. Allegheny County could save enough to feed 500,000.

SO WHAT? How can we let the other people know about all this?

Our Strategy

We will use Ambridge, Pa., as an illustration. This is a small city of 4,000 homes. Dr. W. W. McKinney, one of the local ministers, presented the plan to the other pastors of the town for a house-to-house distribution of this liquor leaflet. The territory was districted among the churches. Each minister assumed the responsibility for his district. With the assistance of their Boy Scouts or church school scholars 4,000 leaflets were placed in the 4,000 homes of the city.

The churches met the cost of one and a half cents each for the leaflets which covers the bare cost of printing. They generously added to this a gift to the National Reform Association to apply on the cost of preparation. One of the cooperating ministers made this comment:

"The leaflet is so striking and so well prepared that it was easy to raise money for this phaze of temperance propaganda in a community that boasts of more saloons and licensed clubs than any community of comparable size in Pennsylvania."

That which was done in Ambridge has also been done in Oakmont which took 3,000 leaflets to be distributed in the same manner. Plans are under way in other communities with a view to eventually covering Allegheny County.

The National Reform Association is prepared to publish a similar leaflet for other counties in Pennsylvania where the friends of temperance are willing to cooperate.

LET US HEAR FROM YOU!

P.S.—On this leaflet appears the picture of a much needed and effective weapon in fighting the liquor traffic. You will recognize it when you see it. (a human backbone).

NATIONAL TEMPERANCE AND PROHIBITION COUNCIL ANNUAL MEETING, JANUARY 13-14, 1948, WASHINGTON, D. C.

Following are the reports of the Resolutions and Findings Committees of the Council, adopted at its annual meeting:

Resolutions

We, the National Temperance and Prohibition Council, give thanks to Almighty God for His help and guidance during the past year.

We take this opportunity to express to Bishop Hammaker our appreciation for the fine service he has given the Council during the year, especially for his able leadership at the Capper hearings. And also to thank the Methodist Board of Temperance for the use of their building and facilities during the present sessions of the Council.

We appreciate the time and service rendered by our president, Mr. Henry M. Johnson, and Rev. Sam Morris in the suit against the Columbia Broadcasting Company for radio time. And Dr. R. H. Martin for his untiring service as Chairman of the Committee Against Liquor Advertising. We express our appreciation for the efficient and excellent service of our secretary, Miss Elizabeth Smart, and treasurer Dr. D. L. Colvin, and all other officers and members of the Council who served so faithfully during the year.

We congratulate our leaders and speakers who helped to make our program a real success by their helpful messages and enthusiasm.

Resolved: that we are opposed to the advertising of alcoholic beverages because this business is fraught with great danger, and will result in much injury to the American people; also because of its false and misleading character.

Resolved: that we insist upon the protection of our young men in all our armed forces from exploitation by the alcoholic beverage traffic, including beer. We will oppose to the limit the universal military training approach without guarantee of such protection.

Resolved: that we add our protest to that made by President Truman to Congress against the expenditures of government funds for "Frivolous" courses of instruction for GI's. We strongly oppose the course known as Mixology, in which GI's are enrolled and taught to be bartenders, how to mix drinks, and how to handle intoxicated persons, and we also urge action by our Legislative Committee.

Resolved: that we express great appreciation for the many dry victories won through local option elections during the year of 1947, and we urge that the "Dry" forces continue to increase their effort along this line.

Resolved: that we respectfully urge the President and the Congress of the United States to prohibit the use of any grain, which is needed to supply foreign aid or to stabilize the national economy, for the manufacture of alcoholic beverages,

Findings

Members of the National Temperance and Prohibition Council met in their annual conference in Washington, D. C., January 13-14, 1948. This Council is made up of officially appointed representatives of the National Temperance Organizations and the Boards of Temperance and Social Welfare of the church denominations. Thirteen national organizations were represented by delegates and alternates from the 23 constituent organizations. The delegates came from states all over the nation.

Henry M. Johnson of Louisville, Ky., President of the Council, presided and in his opening remarks outlined the progress and status of the lawsuit, which he and Rev. Sam Morris had brought against the Columbia Broadcasting Company because of their refusal to sell time for the presentation of the dry side of the liquor question. He also gave a report of the local option victories in Kentucky where 93 out of 120 counties have outlawed liquor sales, including beer. Eighty-five per cent of the area of Kentucky is dry by vote of the people. Fifty-four per cent of the population live in dry territory.

Bishop Hammaker of the Methodist Church, who as President of the Council a year ago, was selected by the group to arrange for and direct the hearing on the Capper Bill (S. 265) before the Interstate and Foreign Commerce Committee of the U. S. Senate, gave a report to the Council of the hearing, its results and the present status of the bill. The Council voted to intensify its support of the Capper Bill, (S. 265) for the prohibition of interstate liquor advertising and to urge the Interstate and Foreign Commerce Committee to report it favorably to the Senate for a vote.

Dr. R. H. Martin of Pittsburgh, Pa., Chairman of the Council's Committee on Liquor Advertising, reported for the Committee figures which have become available as to larger amounts which have been spent by the whiskey interests in the advertising of their products; also the amount of money appropriated for advertising through newspapers, magazines and radio by the distilling and brewing companies. There are 28 different media employed by the liquor interests to advertise their wares, but for most companies figures are available only for the money spent through three media most commonly used—magazines, newspapers and radio.

Mr. Johnson gave certified figures as to the tremendous profits which have been made by certain large distilling companies during the past few years on their invested capital and the compensations received by their chief officers.

A discussion on the campaign in Kansas being waged by the wets—to repeal the 67-year-old State Prohibition Law—was led by Mrs. Glenn Hays of Kansas, who is the National Recording Secretary of the WCTU, and who has served as president of the Kansas WCTU.

All temperance organizations in Kansas and church groups in that state are united in an effort to withstand the efforts of the national and Kansas State liquor organizations to repeal the Kansas State Prohibition Law.

Attention was called by Miss Elizabeth Smart, chairman of the Legislative Committee of the Council, to the necessity for further legislation to prevent the destruction and criminal waste of grain and food stuffs in the manufacture of alcoholic liquors at a time when the government is sending grain to starving and underfed peoples in other countries, especially when the distillers have a six to seven years' supply on hand.

It was also brought out that preceding the voluntary whiskey 60-day holiday, the distillers had a 30-day leeway before the holiday went into effect, and during that time had purchased sufficient bushels of grain so that they were able to use 8,000,000 bushels of grain as against a usual 5,000,000 in the manufacture of distilled spirits.

There was a discussion of the general liquor situation over the country and the recent editorial comments on crime and accidents due to drink, especially the editorials in a large number of metropolitan newspapers about women drinkers.

A report of the recent local option elections for the entire country showed that there were 1,689 elections held during the past year in 17 states.

201 dry units voted to remain dry.
220 wet units voted to remain wet
239 wet units voted dry
26 dry units voted wet

(Continued on Page 7)

TRAGEDIES OF 1947 AND THEIR LESSONS

By Delber H.Elliott, D.D.

A casual survey of 1947 will convince us that it was a year of unusual, if not unprecedented, catastrophies. Not that tragic events have not taken place throughout all ages. They have, but we do not recall a year when there seemed to be so many as during the year just closed. Jesus Christ calls attention to terrible happenings in that Jerusalem community in His time.

The Facts

Certain Galilaeans were murdered by Pilate and to increase the horror he made it a religious affair by mingling their blood with his sacrifices. We do not know who these Galilaeans were nor what offense they had committed. The other fact stated was that the Tower of Siloam had fallen and that 18 persons had been crushed beneath it. This tower may have been located near the pool of Siloam. Could it be that some of the sick and crippled folk waiting there for the moving of the waters were among the victims of the falling tower? We are merely stating the facts as recorded.

What are some of the sobering facts, involving far greater consequences, which have taken place in America during the last year. As I passed through New York City on a certain evening a blinding rain storm swept over the city. On reaching home the radio announced that at that time a giant airliner crashed at LaGuardia field, killing 42 persons. It was published as the greatest plane disaster in commercial aviation history. Then, the very next day, before we had recovered from the shock of this, another plane plummeted from the skies and 53 more were pronounced dead. There have been many others since. Month after month similar disasters were reported throughout the year.

The toll upon our railroads during 1946 we are told was an average of 40 mishaps a day, or more than 15,000 for the year. Many of these resulted in dire consequences and on roads with excellent records for safety.

Fatalities upon our highways also mounted high. The Memorial Day holiday exacted a death toll of 482, 184 above that of the year before. For every life lost it is estimated that at least 10 others were injured.

And what shall we say of fires and explosions and floods and tornadoes which continue to rage over the land!

One thing to keep in mind is that, of the persons involved in these fatalities, not one suspected that such a thing would ever befall him. With prospects for happiness and long life, life suddenly ends. How prone we are to assume that this can never happen to us! We need to be aware that we have moved into a world of terriffic speed, undreamed of explosives and other hazards which the past generation knew nothing about.

Inquiry Into the Facts

After each major tragedy a board of investigation is set to work. It is of course too late for the victims who are gone. The one hope is to provide better safeguards for the future. In Christ's day people were enquiring why these things had to be. The same questions are being asked today. The report of the investigators usually is that somebody was careless, or somebody was greedy, scrimping materials used in construction, or somebody was reckless or intoxicated. The greater number of fatalities occur because somebody, somehow, has sinned and the wages of sin is death.

But why did these things happen to these particular persons? That is what those inquirers wanted Jesus to answer. Is it because they were greater sinners than others? Does it mean that we are more righteous, since nothing like that has happened to us?

The Conclusion

The answer of Jesus was: "Suppose ye that these Galilaeans were sinners above all the Galilaeans, because they suffered such things? I tell you, nay, but except ye repent, ye shall all likewise perish."

Why was one man stoned in Old Testament history for blaspheming God? Millions have done it since and no dire consequences have come to them. God here records one specific example so that all the world may know what He thinks of the sin of blasphemy. Why were Ananias and Saphhira struck dead for lying? Many other liars live on. But this one example is put on record that men of all time may know how God looks upon the sin of lying.

The fact that you or I were not on one of the wrecked planes does not mean that we are better than those who were. Nor does it mean that those who were, perished because of their sins. Jesus makes that plain. The great lesson for us here is to be always ready, to be in such relation to our God that, no matter what happens, whether it be life or death, we are safe in Him.

God's judgments are abroad in the earth, but are the inhabitants of the world learning righteousness? The prophet Amos tells of how God sought to bring backsliding Israel again to himself. He first sent them his blessings. He gave them rain and harvests and wealth that the goodness of God might lead them to repentance. Yet they would not return unto the Lord.

Then He sent His judgments—famine and blasting and mildew, the palmer-worm and the pestilence. "Yet," He said, "Ye have not returned unto me."

O America! How we are like that! We have been blessed above all nations of the earth. Yet we have not returned unto the Lord. There came World War I. Victory was given, though at times defeat seemed imminent. Yet we did not return unto him. Then World War II! Victory came again, though at Dunkirk and North Africa and Sicily, scarcely a shoe-latchet stood between us and disaster. At these critical moments Divine Providence turned the tide in our favor. And yet did we return unto the Lord?

Now when calamities stalk us on every side, are there any signs that America is turning unto him who said, "Except ye repent, ye shall all likewise perish?"

Even so-called disasters have their meaning. They will not be in vain if people will thereby learn righteousness. We can well afford to lose our earthly possessions if we thereby gain the heavenly. Christ's message of repentance to men and nations is the same today. Obey or pay! They who heed can say:

"God is our refuge and our strength, a very present help in trouble. Therefore, will not we fear, though the earth be removed and though the mountains be carried into the midst of the sea."

N.T.P.C. ANNUAL MEETING

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Of those whose previous status we have no information, 606 voted dry and 400 voted wet.

Sentiment against liquor is steadily mounting as shown by these votes, by editorial comment and especially against the constant bombardment by the liquor forces to increase their sales and their profits through liquor advertising.

The sentiment among the leaders of the organizations was strongly in favor of cooperative effort.

Plans for united action were made to secure the immediate passage of the Capper Bill, S. 265.

DEHYDRATED CHRISTIANITY

By Delber H. Elliott

A hydrate is a compound formed by a union of water as a chief ingredient with some other important substance. That other substance, whatever it may be, is usually of little value if the water be taken out.

A dehydrate is this substance with the water removed. During the war, in order to conserve shipping space, dehydrated foods were transported by ship loads into the war zones. These however, were of no use as food until the necessary proportions of water had been replaced.

We are confronted on every side with various types of Christianity where much of the water of life has been drained out. Occasionally we find a religion which is based on a single verse of Scripture. Some one lights on Mark 16:18: "They shall take up serpents; and if they drink any deadly thing it shall not hurt them." He then proceeds to start a cult whose chief tenant consists in handling poisonous snakes in their worship. Some one else reads about speaking with tongues and establishes a sect which specializes in that.

A liberal school of thought takes the water of inspiration out of the Scriptures, deity out of the person of Christ and atonement out of the meaning of the cross. The Bible is made a human book, Christ is accepted as only a human saviour, Christianity is held only as a natural religion, and redemption is mainly confined to a social salvation.

On the other hand we have a conservative type of Christianity which repudiates the social phase of the Gospel. It accepts the inspiration of the Scriptures, believes in the deity of Christ and strongly holds that the cross is redemptive in its meaning. But in order to a complete repudiation of the liberal school of thought it swerves to the other extreme of rejecting the social implications of the Bible and confines itself to a gospel of the salvation of individuals.

Must we divide into groups of "either or?" Either individual salvation or social reformation; either an earthly kingdom or a spiritual kingdom; either commitment to the whole war program or to the position of extreme pacificism; either for capital or for labor? Is not either view alone less than half a gospel? How can one succeed or be secure without the other?

We reject a liberalism which regards Christianity as a natural rather than a supernatural religion; which looks upon regeneration as merely a change of attitude; which regards Christianity as a religion of high ideals and of good deeds rather than a religion of salvation by a redeemer. We reject also a system whose main emphasis is upon social betterment to the exclusion of individual salvation.

We should also refuse to accept whole-heartedly a conservatism which closes its eyes to the great moral and social issues of our times. If we confine our efforts entirely to the reaching of individuals, is it little wonder that followers of modernistic thought find it hard to be sympathetic with this type of a circumscribed program for the church?

It is neither Christian or Scriptural to have no vital concern about conditions of living, about the establishment of justice between labor and management, about the open sores of a social system which is infecting our youth, about our type of modern warfare and the spiritual desolation that follows in its wake?

Will the church expend its energies on saving individuals from the curse of drink and do nothing about the cursed traffic which is making them drunkards? Can it make Sabbath-keeping Christians of its members while lending no support to righteous legislation which would protect them in their right to have a Sabbath? Shall it go forward in its task of relieving the poor without reckoning with the forces that make for poverty?

Of course fundamental to all this is the redemption of individuals. Of what value are good social organizations without good men to run them? We must have Christian personalities to man Christian institutions. Ours is not a Gospel of "either, or." It is not either the salvation of individuals or the regeneration of society. The Gospel of Christ includes both. Jesus not only said, "Preach the Gospel to every creature," but He also said, "Go ye therefore and teach all nations." Not only did He say, "What shall it profit a man, if he should gain the whole world and lose his own soul," but He bade us pray, "Thy kingdom come, thy will be done on earth as it is in heaven."

The Church of Christ must not limit its mission to less than the propagation of the whole Gospel. We should not be satisfied with half a gospel. We have a great Christ and a comprehensive Gospel. His commission includes the conversion of individuals, the regeneration of society and the Christianization of nations.

The fundamental message of Isaiah and Jeremiah and all the other prophets, both major and minor, is directed primarily to the great social organism of the nation.

"The nation and kingdom that will not serve thee shall perish."

"Righteousness exalteth a nation, but sin is a reproach of any nation of any people."

"At that instant I speak concerning a nation, and concerning a kingdom, to build and to plant it; if it do evil in my sight, that it obey not my voice, then will I repent of the good, wherewith I said I would benefit them."

As the Church of Jesus Christ faces the great social cancers of its time it must "Cry aloud, spare not, lift up thy voice like a trumpet, and show my people their transgression, and the house of Jacob their sin."

HOW ACHIEVE WORLD PEACE?

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2. But a world organization, however perfect, is not sufficient to bring world peace. It can be achieved only as the organization is based upon the eternal principles of righteousness and brotherhood, and as these principles become operative in international relationships through the world organization. This is the basic task in achieving the peace of the world. Even our political leaders and our scientists are coming to see this and are appealing to the churches, the moral and spiritual forces, to exert themselves and assume the leadership in the struggle for peace. Our space permits quoting only from that outstanding scientist, Dr. Einstein: "Unless the cause of peace based on law gathers behind it the force and zeal of a religion it can hardly hope to succeed. The atomic scientists, I think, have become convinced that they cannot arouse the American people to the truths of the atomic era by logic alone. There must be added that deep power of emotion which is the basic ingredient of religion."

What challenge this world situation and this appeal is to our churches and to Christian leaders! We consider this so important that we plan to devote the March issue of *The Christian Statesman* largely to a discussion of this subject.